

Fig. 1: Average Total Marketing Budgets

(n=117)

	Mean (\$M)		Median (\$M)	
	2013	2012	2013	2012
All	16.8	17.6	3.2	2.4
Pharma	23.0	24.8	4.5	4.0
Biotech	7.7	7.3	2.7	2.2
Devices	14.4	14.6	0.6	0.8
Small (<\$500M)	3.8	3.6	1.2	0.9
Med/Large (=> \$500M)	31.6	33.5	9.0	8.8

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2013